

Self Assessment of Sales and Marketing Support Skills

The Sales and Marketing Assistant has a wide range of responsibilities including customer relations, advertisement coordination, literature management and response, competitive research, and promotion and retail presentations. The SMA also provides general sales support for the office such as answering phones, copying, scanning, faxing, and filing.

Assess your personal skills with a rating of **1-5** (5 being the best) for each item.

SKILLS:

Competency with computer application software:

- _____ Microsoft Excel and Microsoft Word
- _____ Microsoft Publisher
- _____ Microsoft Access and Microsoft Outlook
- _____ Microsoft Web Expressions
- _____ Front Page
- _____ Dream Weaver

General Duties:

- _____ Experience with multi-line phones and tasks including parking, holding, and transferring phone calls
- _____ Practice in faxing, copying, and scanning which include multiple sides and formats
- _____ Experience in filing and maintaining organization
- _____ Familiarity with internet research
- _____ Experience with customer service
- _____ Knowledge in database entry

Specific Skills:

- _____ Competency with computer network and electronic equipment
- _____ Familiarity with order processing including preparing sales quotes, orders, and shipments
- _____ Marketing experience including preparing advertisements and printed and e-mail announcements
- _____ Experience designing web pages and sales publications

Personal Qualifications:

- _____ History of punctuality and responsiveness to management meeting and assignments
- _____ Creative aptitude and ability to bring ideas into fruition
- _____ Ability to multitask and prioritize responsibilities
- _____ Demonstrated cooperation within a team to complete tasks